

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S10	1	((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1) near8 respon\$8 near8 promotion\$1) and (target\$4 near5 (promotion\$2 or campaign\$3 or market\$3 or advertis\$6)) and ((customer\$1 or consumer\$1) near6 demographic\$1) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (similar\$3 or like\$6 or alike or identical\$2) near8 respon\$8)	USPAT	OR	ON	2006/11/16 08:46
S11	1	((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1) near8 respon\$8 near8 promotion\$1) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (similar\$3 or like\$6 or alike or identical\$2 or common\$2) near8 respon\$8)	USPAT	OR	ON	2006/11/16 08:50
S12	0	((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1) near8 respon\$8 near8 promotion\$1) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (similar\$3 or alike or identical\$2 or common\$2) near8 respon\$8)	USPAT	OR	ON	2006/11/16 08:50
S13	0	((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1) near8 (reaction\$1 or respon\$8) near8 promotion\$1) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (similar\$3 or alike or identical\$2 or common\$2) near8 (reaction\$1 or respon\$8))	USPAT	OR	ON	2006/11/16 08:51
S14	1	((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1) near8 promotion\$1) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (similar\$3 or alike or identical\$2 or common\$2) near8 (reaction\$1 or respon\$8))	USPAT	OR	ON	2006/11/16 08:55
S15	0	((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1) near8 promotion\$1) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 ((similar\$3 or alike or identical\$2 or common\$2) near6 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1)))	USPAT	OR	ON	2006/11/16 08:58

## EAST Search History

S16	2	((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1) near8 (coupon\$1 or discount\$1 or promotion\$1 or sale\$1)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 ((similar\$3 or alike or identical\$2 or common\$2) near6 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1)))	USPAT	OR	ON	2006/11/16 09:00
S17	8	((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) near8 (customer\$1 or consumer\$1) near8 (coupon\$1 or discount\$1 or promotion\$1 or sale\$1)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) near8 ((similar\$3 or alike or identical\$2 or common\$2) near6 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2)))	USPAT	OR	ON	2006/11/16 09:03
S18	3	((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) near8 (similar\$3 or alike or identical\$2 or common\$2) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near8 (coupon\$1 or discount\$1 or promotion\$1 or sale\$1))	USPAT	OR	ON	2006/11/16 09:04
S19	1	((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (similar\$3 or alike or identical\$2 or common\$2) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near8 (coupon\$1 or discount\$1 or promotion\$1 or sale\$1))	USPAT	OR	ON	2006/11/16 09:06
S20	96	((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) same (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) same (similar\$3 or alike or identical\$2 or common\$2) same (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) same (coupon\$1 or discount\$1 or promotion\$1 or sale\$1))	USPAT	OR	ON	2006/11/16 09:05

## EAST Search History

S21	1	((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) near10 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near10 (similar\$3 or alike or identical\$2 or common\$2) near10 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near10 (coupon\$1 or discount\$1 or promotion\$1 or sale\$1))	USPAT	OR	ON	2006/11/16 09:07
S22	0	((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1)) near10 ((similar\$3 or alike or identical\$2 or common\$2) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near8 (coupon\$1 or discount\$1 or promotion\$1 or sale\$1))	USPAT	OR	ON	2006/11/16 09:08
S23	25	((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1)) near10 ((similar\$3 or alike or identical\$2 or common\$2) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2))	USPAT	OR	ON	2006/11/16 09:16
S24	27	((segment\$6 or group\$3 or cluster\$3 or categor\$5 or classif\$8) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1)) near10 ((similar\$3 or alike or identical\$2 or common\$2 or close\$3) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2))	USPAT	OR	ON	2006/11/16 09:20
S25	339	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2))	USPAT	OR	ON	2006/11/16 09:25
S26	13	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (two or twice or double))	USPAT	OR	ON	2006/11/16 09:26

## EAST Search History

S27	13	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (two or twice or double or (sub adj group\$3)))	USPAT	OR	ON	2006/11/16 09:28
S28	5	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near9 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near9 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (two or twice or double or ((another or second or sub) adj group\$3))) and promotion\$2	USPAT	OR	ON	2006/11/16 09:29
S29	1	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near9 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near9 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (twice or double or ((two or another or second or sub) adj group\$3))) and promotion\$2	USPAT	OR	ON	2006/11/16 09:30
S30	1	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near9 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near9 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near9 (promotion\$2 or campaign\$3)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (twice or double or ((two or another or second or sub) adj group\$3)))	USPAT	OR	ON	2006/11/16 09:31

## EAST Search History

S31	1	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near9 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near9 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near9 (promotion\$2 or campaign\$3)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (twice or double or ((two or another or second or sub) adj group\$3)))	USPAT	OR	ON	2006/11/16 09:36
S32	1	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near9 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near9 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near9 (promotion\$2 or campaign\$3)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (((two or another or second or sub) adj group\$3)))	USPAT	OR	ON	2006/11/16 09:37
S33	1	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near10 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near10 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near10 (promotion\$2 or campaign\$3)) and ((segment\$6 or group\$3 or cluster\$3 or categor\$5) near8 (customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (((two or another or second or sub) adj group\$3)))	USPAT	OR	ON	2006/11/16 09:38
S34	1	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near10 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near10 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near10 (promotion\$2 or campaign\$3)) and ((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (((two or another or second or sub) adj group\$3)))	USPAT	OR	ON	2006/11/16 09:38

## EAST Search History

S35	0	((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near10 (similar\$3 or alike or identical\$2 or common\$2 or close\$3) near10 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near10 (promotion\$2 or campaign\$3)) and ((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (((another or second or sub or re) adj group\$3)))	USPAT	OR	ON	2006/11/16 09:39
S36	0	((similar\$3 or alike or identical\$2 or common\$2 or close\$3) near10 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near10 (promotion\$2 or campaign\$3)) and ((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (((another or second or sub or re) adj group\$3)))	USPAT	OR	ON	2006/11/16 09:39
S37	0	((similar\$3 or alike or identical\$2 or common\$2 or close\$3) near10 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near10 (promotion\$2 or campaign\$3)) and ((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (((another or second or sub or re) near3 (segment\$6 or group\$3 or cluster\$3 or categor\$5))))	USPAT	OR	ON	2006/11/16 09:39
S38	0	((similar\$3 or alike or identical\$2 or common\$2 or close\$3) near12 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near12 (promotion\$2 or campaign\$3)) and ((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (((another or second or sub or re or again) near3 (segment\$6 or group\$3 or cluster\$3 or categor\$5))))	USPAT	OR	ON	2006/11/16 09:40
S39	38 <i>Real ally</i>	((similar\$3 or alike or identical\$2 or common\$2 or close\$3) near8 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near8 (promotion\$2 or campaign\$3))	USPAT	OR	ON	2006/11/16 09:40

## EAST Search History

S40	6	((similar\$3 or alike or identical\$2 or common\$2 or close\$3) near12 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2) near12 (promotion\$2 or campaign\$3)) and ((customer\$1 or consumer\$1 or buyer\$1 or purchaser\$1) near8 (((another or second or sub or re or again) near3 (segment\$6 or group\$3 or cluster\$3 or categor\$5))))	US-PGPUB	OR	ON	2006/11/16 09:43
S41	5	((similar\$3 or alike or identical\$2 or common\$2 or close\$3) near12 ((past or previous\$2 or historic\$4) near6 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2)) near12 (promotion\$2 or campaign\$3))	US-PGPUB	OR	ON	2006/11/16 09:45
S42	3	((similar\$3 or alike or identical\$2 or common\$2 or close\$3) near12 ((past or previous\$2 or historic\$4) near6 (reaction\$1 or respon\$8 or reply\$3 or feedback\$1 or behavior\$2)) near12 (promotion\$2 or campaign\$3))	USPAT	OR	ON	2006/11/16 09:45